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Method and apparatus for automatic placement of advertising - group of 3 »

DA Merriman, KO'Connor - US Patent 7,039,599, 2006 - Google Patents

... Agent, or Firm—Kenyon & Kenyon (57) ABSTRACT A computer system for automatic replacement of ... Saturn Banner Ad Placement; Aug. ... RE: Advertising Update; Oct. ...

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... systems, advertising content and advertisement delivery apparatus, and advertisement delivery ...

M Hasegawa, A Yoshida - 2003 - freepatentsonline.com

... 1 is to create and update advertising content 7 ... delivery apparatus 1. With such an automatic generation function, the advertisement delivery apparatus 1 ...

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Advertisement delivery method and system

H Takayama - 2005 - freepatentsonline.com

... display, cellular phone display, ATM (Automatic Teller Machine ... 15 is clicked to update the advertisement ... of client terminal 4 to advertisement delivery server 1 ...

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Method and apparatus for information delivery on the internet

Y Kim, D Chung - 2002 - freepatentsonline.com

... The information or advertisement once presented is transferred ... information, which provides automatic categorization, automatic expiration or update. ...

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Method and system for the dynamic delivery, presentation, organization, storage, and retrieval of ...

BDA Bird - 2002 - freepatentsonline.com

... Export Citation: Click for automatic bibliography generation. ... via the editor 445 to add, update, or delete ... For content and advertisement units, the base entity ...

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AUTOMATIC ADVERTISEMENT INSERTION INTO AN INTERACTIVE TELEVISION TICKER - group of 2 »

TP MCKENNA JR - EP Patent 1,495,635, 2005 - freepatentsonline.com

... If it is time for an update, the ticker API 704 (acting ... 7). Figure 8 is a flowchart 800 illustrating automatic insertion of advertisements into the ...

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Internet service delivery via server pushed personalized advertising dashboard - group of 3 »

R Olshansky, SR Winnett - US Patent 6,567,854, 2003 - Google Patents

... may depend on one of three methods for such delivery. ... Yahoo to search for automobiles, a banner displaying a ... A second method is known as channel advertisement. ...

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Information delivery system, information providing apparatus, information storage apparatus and ...

S Natsubori, T Imai, T Takahashi, T Zettsu, S ... - 2001 - freepatentsonline.com
... information stored; and update unit configured ... but on the banner advertisement display
81A ... 11. Various commercial automatic recording setting algorithms may be ...
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System and method for optimizing the delivery of advertisements

RJ Collins - 2007 - freepatentsonline.com
... Export Citation: Click for automatic bibliography generation. ... For example, an advertiser
may replace or update one or more advertisements contained in the ...
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User evaluation of Fischlár-News: An automatic broadcast news delivery system

H Lee, AF Smeaton, NE O'connor, B Smyth - ACM Transactions on Information Systems (TOIS), 2006 -
portal.acm.org
... is one of the first automatic, content-based ... conjunction with their other news update
methods, such ... distributed for profit or direct commercial advantage and ...
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Banner advertisement selecting method - group of 3 »

A Nakamura, N Abe - US Patent 6,591,248, 2003 - Google Patents

Page 1. United States Patent Nakamura et al. (54) **BANNER ADVERTISEMENT SELECTING METHOD** (75) Inventors: Atsuyoshi Nakamura, Tokyo (JP); Naoki Abe, Tokyo (JP) ...

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Home page automatic update system and home page automatic update method

Y Fujimura - 2004 - freepatentsonline.com

... In this way, a **banner advertisement** generated by the **banner** generation means ... 0037]

The operation of the aforementioned home page **automatic update** system 1 ...

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Method and apparatus for automatic placement of advertising - group of 3 »

DA Merriman, KO'Connor - US Patent 7,039,599, 2006 - Google Patents

... Agent, or Firm—Kenyon & Kenyon (57) ABSTRACT A computer system for **automatic** replacement of ... Saturn Banner Ad Placement; Aug. ... RE: Advertising Update; Oct. ...

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Method and apparatus for replacement of on-line advertisements

J Granik, F Watervoort, R Meyers - 2002 - freepatentsonline.com

... to change image sizes dynamically upon upload; 6) **automatic** activation and ... to keep track of impressions on images/banner ads and update that information in ...

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System and method for dynamically optimizing a banner advertisement to counter competing ... - group of 3 »

R Kraft, AD Mortinger - US Patent 6,829,780, 2004 - Google Patents

... UPDATE PAGE SUMMARY ... adapting, enhancing, and optimizing the appearance and content of a 25 **banner advertisement** based on the **automatic** detection of ...

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Online banner ads and metrics challenges - group of 2 »

GL Rosenkrans - International Journal of Internet Marketing and Advertising, 2006 - Inderscience

... **Update** bots monitor sites and inform a user when the information has been updated

(Robb, 2000). ... Page 11. Online **banner** ads and metrics challenges 203 ...

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Internet network banner

M Galley, R Braithwaite, M Martinez, L Hurwitz - 2005 - freepatentsonline.com

... Export Citation: Click for **automatic** bibliography generation. ... the synchronization server will **update** the interface of ... space, eg, a **banner advertisement** on Yahoo ...

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Online Advertising-Taxonomy and Engineering Perspectives

J Gao, B Sheng, L Chang, S Shim - engr.sjsu.edu

... No direct and **automatic** performance evaluation and measurement ... usually used to crawl the Web periodically to **update** the back ... animated GIF **banner advertisements** ...

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AUTOMATIC ADVERTISEMENT INSERTION INTO AN INTERACTIVE TELEVISION TICKER - group of 2 »

TP MCKENNA JR - EP Patent 1,495,635, 2005 - freepatentsonline.com

... 8 is a flowchart illustrating **automatic** insertion of ... television commercials or showing **banner advertisements** or **advertisement** ... some of the **advertisements** are to ...

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Automatic personalized media creation system - group_of 3 »

ME Davis, BF Williams - 2003 - freepatentsonline.com

... 80. The process of claim 79, wherein said **automatic** assembling step can personalize a **banner** ad or other **advertising** forms by using footage of the consumer's ...

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